

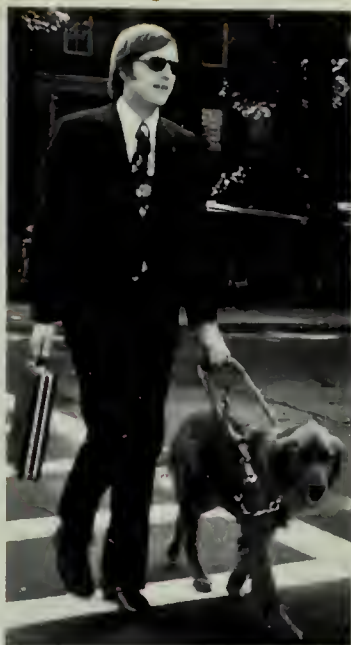
The Seeing Eye Annual Report

1975-'76

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THE MEANS TO AN END

Nearly five decades ago Dorothy Harrison Eustis recognized that the dog is a "Niagara of energy and intelligence." She theorized that this energy and intelligence, if utilized properly, could benefit mankind. It was on the basis of this thesis that Mrs. Eustis founded The Seeing Eye, the first school of its kind in the United States.

The validity of Mrs. Eustis's belief has been reaffirmed by every year of the school's operations, as the number of students has steadily grown. Since its beginning in 1929, The Seeing Eye has harnessed the energy and intelligence of more than 6,900 dogs to serve as guides for blind people. During the 1975-76 fiscal year, 204 were added to the list.

It can truthfully be said that if it were not for the dog there would be no Seeing Eye. But the training of the dog is not an end in itself; rather it is the means to an end. And that end is to provide blind persons, through the use of dog guides, the mobility and independence that can lead to a full and purposeful life.

How well the dog guide concept works is evident in the constantly growing achievement record of Seeing Eye graduates. The overwhelming majority of them are usefully employed — as homemakers, students preparing for careers, or paid workers in well over 100 fields. During the past year, for example, The Seeing Eye received press reports of a graduate who does social work in New York City, traveling about by subway and bus with her faithful dog; another who spent the year in France working on her doctoral thesis; a third who interned with the State Department in Washington as a step toward a possible career in the United States Foreign Service.

There are three basic essentials to making The Seeing Eye's dog guide concept work: capable blind people motivated to be in the mainstream of life, whatever that might take; skilled instructors to help them, and dogs with certain qualities that make them suitable for guide work.

The third essential — the means to the end — received special attention in 1975-76 as The Seeing Eye took new steps to insure that it has a systematic flow of qualified dogs. As part of a continuing review and improvement of operations, the school expanded the programs for dog breeding and procurement. The objective is to shorten waiting periods for prospective students and to have available a wide range of suitable dogs for the diverse population that The Seeing Eye hopes to accommodate.

It takes around 15-16 months to transform a furry little pup into a quietly competent adult capable of being responsible for the safety of a human life. This metamorphosis is a continuing source of wonder to many people. A look at the process will tell something of what The Seeing Eye is all about.



GROWING UP

A dog starts its life at The Seeing Eye with the **Breeding and Procurement Division**, headed by Robert Wickman. The dog is obtained either from the school's own scientific Breeding Station, or through purchase or donation. In recent years fewer than half of the animals assigned to blind persons have been bred at the station, but the completion of new facilities has provided the physical capability to enlarge the breeding program. It is expected that in coming years the level of dogs produced at the station will reach 70 per cent.

Since its beginning in Switzerland, The Seeing Eye has depended most heavily on the German shepherd, but selected dogs of other breeds have also been used for many years. The so-called working breeds have proved to be the best sources of dog guides. Whatever the breed, the desired qualities are sound temperament and physique, appropriate size and strength, high intelligence and, above all, a strong sense of responsibility.

Not all dogs have what it takes, of course. But from years of experience, The Seeing Eye staff can judge canine potential pretty accurately. Members of the Breeding and Procurement Division examine and observe a pup closely, and delve into the genetic records of the pup's forebears going back several generations.

At eight weeks, if its preliminary credentials are in order, the pup is ready for "socialization" in a home setting. The pup is placed with the family of a New Jersey 4-H Club member to be raised under the supervision of the Division. The reason for this step is simple. Long ago The Seeing Eye recognized that dogs raised exclusively in kennels tend to grow up alien to the kind of conditions they are likely to encounter in guide work later on. To mature



Two 4-H children with dogs they are raising for The Seeing Eye.

psychologically stable and fit for its job, the Seeing Eye dog needs a lot of human contact, a lot of love, a lot of experience with the activities of family life.

A 4-H family keeps a dog about a year before returning it to The Seeing Eye for its formal training in guide work. About 150 families have been participating in the "socialization" program. The school expects to increase the number considerably in coming years as the production of dogs expands.



Edwin Oathout, the new Director of Placement and Procurement.

The new facilities at the Breeding Station include three kennels — one for breeding stock, one for whelping and weaning the pups and one for the young boarding stock; a two-family residence for staff members, and a garage. Through the purchase of outside dogs, new blood lines were added to an expanding roster of breeding stock which now totals 31 females and four males. During the year, 57 dogs bred at the station went out with graduates. In line with the stepped-up production and acquisition of dogs, Edwin Oathout was appointed to the new post of Coordinator of Placement and Procurement. Robert L. Wichman officially took over direction of the Breeding Station from G. William Debetaz, who resumed his role as consultant to the Breeding and Procurement Division after serving temporarily as acting director of the station.

LEARNING THE ROPES

Back at headquarters, dogs are assigned in groups of 10 to an instructor in the **Training and Instruction Division**, which is directed by Edward Myrose. For the next three months, for hours every day with their instructors, the dogs learn guide skills in preparation for teaming up with their eventual masters.

The instructors are uniquely qualified to handle the dogs. They are carefully chosen and they learn their work through a two-year apprenticeship. Some were brought up in cities, others in more rural surroundings. All have a love of dogs and the outdoors. A high school education suffices for some, but others have attended college or worked with dogs in the military service.

The dogs first learn obedience training — come, sit, down, rest and fetch. Then they graduate to the familiar Seeing Eye harness. With its own movements, transmitted through the U-shaped handle on the harness, a dog can later tell its master what he needs to know about conditions in his path — whether to slow down, speed up, stop, or change direction. In the same manner, the master can tell whether the dog's head is turned toward a stray dog or other distractions, in which case corrective action must be taken.

On the bustling streets of Morristown, with the instructor, the dog grows accustomed to the confusion and din of modern cities. It steadily develops a variety of skills that later will protect its master: to resist distractions; to stop at every corner so that the blind person can orient himself before moving on; to judge heights, so that it won't walk its master into an awning or low-



An instructor training a dog on the streets of Morristown.

hanging tree branches; and most difficult and important of all, to say “no” to a command that, if carried out, could lead the blind person into danger — such as an oncoming car.

In teaching a dog these skills, the instructor is guided by two basic techniques. When the dog does something wrong, it must be corrected immediately and firmly. When the dog does things right, it should be praised and given affection (“Good Girl!” and “Good Boy!” fill the air around The Seeing Eye). These two techniques are continued, of course, after the dog is turned over to a student.

After being tested thoroughly in every aspect of its job, periodically with the instructor securely blindfolded, the dog is given its working papers and is ready to join the student for joint training.

FORMING THE TEAM

The dog meets its future master — an emotional moment — on the second day after the blind person arrives at The Seeing Eye. After that the dog is fed and cared for by the student, and they are together constantly throughout the four weeks of joint training.

To a large extent, the success of a partnership depends on the initial matching of the partners. The objective is to achieve a compatible relationship. Therefore, close attention is paid to matching personalities, physiques and temperaments.

Blind persons accepted for training have certain things in common that are considered necessary for successful use of a dog guide. First of all they have a motivating desire for independent mobility. Not all blind persons have this desire; studies show that many are resigned to having sighted people take them by the hand. Others who do have the desire simply do not want a dog guide; they prefer to rely on systematic use of the long cane.

Seeing Eye students have demonstrated that they need a dog guide for some constructive purpose, such as a job, running a household or getting an education. They are physically fit, emotionally stable, and neither too young nor too old. Children under 16 generally are considered too immature to assume the responsibility for a dog guide; and persons over 55 may be unable to keep up physically with the rather demanding Seeing Eye program. There are exceptions, of course — usually at the upper age level.

All students, too, assume an obligation of \$150 for the first dog and \$50 for each subsequent dog. This requirement, it is felt, strengthens the student-dog relationship, and it is based on sound psychological and rehabilitation reasons endorsed by the students themselves. Such payment, it is believed, promotes the feeling on the blind person's part that he is not receiving charity and that the dog is really his own.

So when the student and dog are matched at the school, they are geared to plunge into the hard, disciplined work of their joint training. At first the new partnership is tentative and a bit strained. The dog, because of its own training to this point, still recognizes another person as its master — the instructor. But as the joint training progresses, a trusting and loving relationship gradually develops with the student. The instructor, aware of his sensitive role, fades into the background and quietly acts as a catalytic agent in the building of a harmonious team.

Under supervision of the instructor, student and dog go into Morristown twice a day to learn guide work in tandem. After about two weeks a triumphant moment arrives, usually when the dog successfully guides the student “solo” over the most difficult training route; the transition of loyalty takes place. The student suddenly knows that the dog is his and the dog knows it, too.

Now more comfortable and confident, the team picks up its pace, tackling the more difficult situations they will face in their new life just two weeks hence. They learn to “free lance” in restaurants and shopping centers. They



A student receives instruction from her trainer on how to avoid sidewalk obstacles with the help of her Seeing Eye dog.



maneuver on buses and trains and along country lanes where there are no curbs or sidewalks. They experiment with conditions tailored to the student's particular needs at home.

At last the time comes when the instructor says, "You're ready to go anywhere you please." The only step remaining is the adjustment generally needed when the dog is placed in a new setting after the graduate returns home. But any problems are usually worked out with little difficulty, either by letter or phone call to the Training Division, or by a visit from a training supervisor if necessary.

Thus, in a relatively short time, the energy and intelligence of a dog has been harnessed for the benefit of mankind. The student has acquired a freedom of mobility that makes possible the carrying out of constructive purposes, the rebuilding of morale, the enhancement of dignity and self-respect, and greater fulfillment of his potential. And in the process the dog's potential has been fulfilled, too.



During the training period a student can now elect to work with a new dog guide on the New York subway. This is a new policy of the Division of Training and Instruction which it feels will benefit graduates who use such public transportation in their daily lives.

◀ *The ability to go anywhere he pleases — even on a fishing boat — is possible for this graduate with his Seeing Eye dog.*

With more suitable dogs available, and the addition of several new apprentice instructors, the Division of Training and Instruction increased the class size from 16 (with two instructors) to 18 (with three instructors). Thus, not only was the school's overall training capacity increased, but individual attention was also increased because each instructor now has fewer students at one time. Of the dogs assigned by the division during the year, 121 were German shepherds, 39 were Labrador retrievers, 18 were golden retrievers and the rest were of mixed breeds. The field work of the supervisors and instructors included the handling of 153 requests for assistance received from graduates. Edward Myrose, head of the division, was named a vice president by the Trustee Executive Committee.

STUDENT SERVICES

The smooth and successful operation of The Seeing Eye's program is attributable, to a large extent, to other divisions that are not directly involved in the actual training process. Among them is the **Student Services Division**, which is directed by Vice President Paula Pursley. This division is a key link between student and school.

Before blind persons are accepted for training, Miss Pursley screens inquiries, applications for service and medical reports. When students arrive at the school, Miss Pursley helps them adjust and settle into their new surroundings. During their stay, the division sees to their comfort, health and general morale. Miss Pursley reads the student's mail to him; answers any questions, from table etiquette to vocational opportunities; or simply offers counseling about family situations and the future after training.

For all the students the goal, of course, is life fulfillment, and the Student Services Division helps them look ahead. It reinforces their pictures of themselves as individuals in their own right. The objective, in large part, is to eradicate the stereotype of the blind person as a helpless dependent. The records of well-trained, well-prepared graduates are perhaps the most important factor in meeting that objective.

The record 204 graduates last year raised to 6,974 — 4,147 new students and 2,827 replacements — the total blind persons adjusted at The Seeing Eye since the school opened. The new graduates came from 36 states, the District of Columbia, Canada, Israel and Spain. Pennsylvania and New York continued to have the largest representations among the states, and Canada again raised its number of students — to 30. The graduates came from 32 occupations, including 46 high school and college students. There were 24 homemakers, 18 clerical workers, 12 entrepreneurs and 11 industrial employees. There were also, to mention a few, four X-ray technicians, three masseurs, two farmers, a real estate salesman and a travel consultant.



With the aid of their dog guides Seeing Eye graduates can participate in community activities such as Cub Scouting. The graduate shown above accompanied his troop on a three-day hike last summer.

FIELD SERVICES

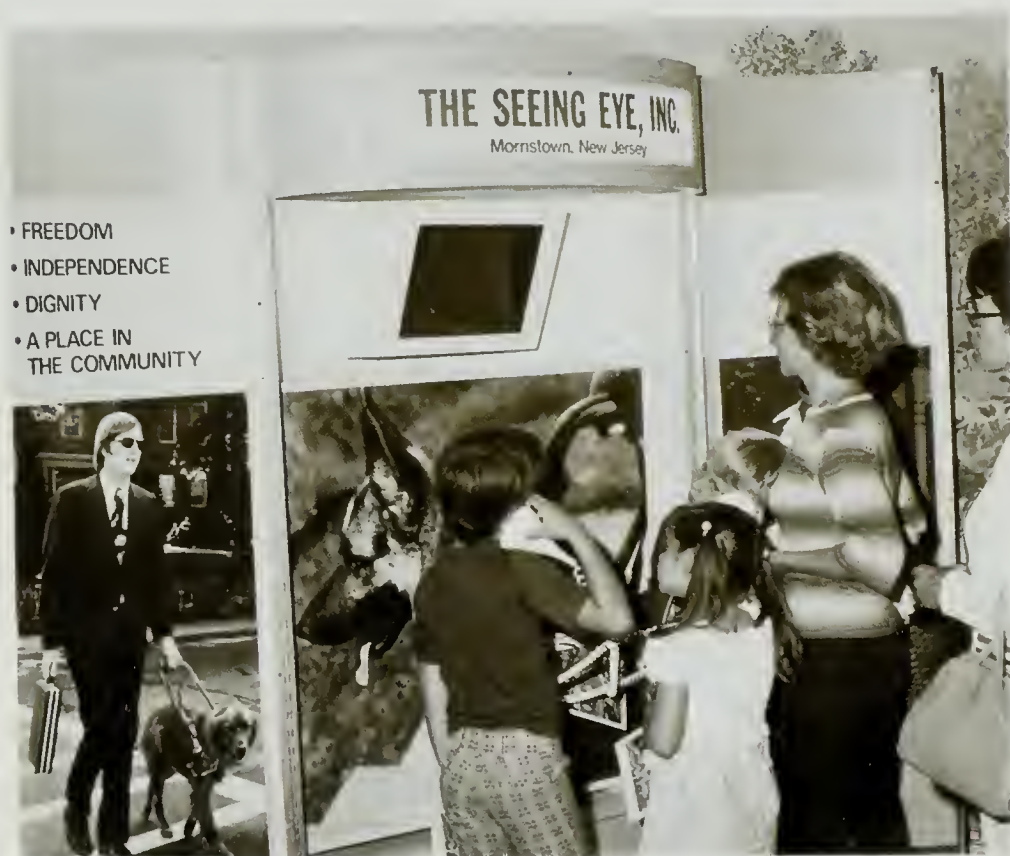
In pioneering a new program for blind Americans, The Seeing Eye has, from the beginning, laid great stress on gaining recognition of the dog guide's value. Much of this effort falls into the purview of the **Field Services Division**. Robert H. Whitstock, Vice President for Field Services, and David Loux, Field Representative, both Seeing Eye graduates, disseminate the school's message throughout the country — and in recent years Canada — in a variety of ways.

To all interested parties Mr. Whitstock and Mr. Loux describe The Seeing Eye program and explain how life can be enriched for some blind persons through mobility with a dog guide. They talk to blind clients receiving adjustment training in rehabilitation centers. They distribute information to agencies serving blind people, and they reach out to the general public through television, radio and newspaper interviews in the localities they visit. They talk to graduates and interview potential students. Whenever possible they show Seeing Eye films about the program.

Messrs. Whitstock and Loux spent a total of 177 days in the field, traveling 61,000 miles in 32 states, the District of Columbia and Canada. They had 308 personal contacts, gave 118 talks, participated in 42 interviews and showed Seeing Eye films 26 times.

INFORMATION SERVICES

The **Division of Public and Professional Information Services** is aimed at promoting greater public understanding of the Seeing Eye program and wider acceptance of the school's graduates in the mainstream of society. In an educational sense it complements the work of the Field Services Division.



A new traveling exhibit, built last spring, tells the story of The Seeing Eye.

The division carries out a nationwide educational program through television, radio, films, exhibits, books, magazines, newspapers and other literature. All of the informational materials stress The Seeing Eye's philosophy regarding the potential benefits of dog guide use for certain blind persons.

As part of its function, the division prepares and distributes leaflets and booklets designed to encourage public acceptance of the dog guide user on an equal footing with sighted people in employment, housing and public places such as restaurants, hotels and transportation facilities. It also makes available information that is helpful to blind people in general and to those in a position to affect their welfare.

In cooperation with the Federal Aeronautics Administration and the Air Transport Association of America, the division prepared a leaflet designed to avert embarrassment caused by airline employees not being aware that the right to travel with a dog guide is protected by law. Requests for copies ran well above 40,000. Four other leaflets were revised, and a new edition of the Travel Legislation Book, with information about laws affecting dog guide users, was issued. Information work in Canada was stepped up with the help of the Canadian National Institute for the Blind. The Seeing Eye Guide was circulated to 29,632 persons in both inkprint and braille versions; the Annual Report was sent to a mailing list of 17,838, including 503 members of the press; 820 film bookings were handled, and radio and television spots were sent to hundreds of stations.

GRANTS PROGRAM

As it has since 1958, The Seeing Eye continues to support outside programs that share the school's philosophy. Grants have been extended to research, training and development projects related to blindness and blind persons, and the health and care of dogs. This support is administered by the Grants Division under Vice President Bruce A. Reid.

Over the years The Seeing Eye has made grants totalling \$7,554,524. Of that amount more than half has gone to the field of ophthalmic research. The other recipient fields include veterinary medicine, orientation and mobility training, and rehabilitation, educational and vocational opportunities.

With a budget of about \$100,000, the division funded 12 projects in 1975-76. Half of the support went to the ongoing Seeing Eye Research Professorship at Johns Hopkins University in the field of ophthalmology. A \$15,500 grant was given to The Carroll Center for the Blind in Boston, to help the center begin a development program to insure continued financial stability for its rehabilitation program. The remaining grants covered observation seminars to be held during the coming year for graduate mobility students of 10 institutions — an increase of three over previous years.

The Seeing Eye, Inc.

annual report 1975-1976

Year Ended September 30, 1976

STATEMENT OF ASSETS, LIABILITIES, AND FUNDS September 30, 1976

	General Unrestricted	Donor Restricted
Assets:		
Cash	\$ 205,783	\$ 15,754
Accrued interest receivable	167,759	5,962
Receivables and prepaid expenses	13,152	
Investments in securities (total market value \$25,620,000) (Note 1)	19,539,624	1,559,641
Properties (Note 1):		
Land	207,006	
Buildings	2,216,160	
Furniture and equipment	90,129	
	2,513,295	
Less accumulated depreciation	434,076	
	2,079,219	
	<u>\$22,005,537</u>	<u>\$1,581,357</u>
Liabilities and fund balances:		
Accounts payable	\$ 19,771	
Accrued expenses	56,280	
Fund balances (Note 3):		
Designated by the Board of Trustees for:		
Security Fund	1,403,589	
Security Endowment Fund	199,337	
Completion of Construction of Scientific Breeding Station	32,840	
Undesignated, available for general activities	18,214,501	
Invested in properties	2,079,219	
Restricted by donors		\$1,581,357
Total fund balances	21,929,486	1,581,357
	<u>\$22,005,537</u>	<u>\$1,581,357</u>

The accompanying notes are an integral part
of the financial statements.

**STATEMENT OF SUPPORT, REVENUES, AND EXPENSES,
AND CHANGES IN FUND BALANCES
Year Ended September 30, 1976**

	<u>General Unrestricted</u>	<u>Donor Restricted</u>
Public support and revenues:		
Public support:		
Legacies	\$ 961,695	\$ 75,929
From trust	102,490	1,120
Contributions	17,291	
Total public support	<u>1,081,476</u>	<u>77,049</u>
Revenues:		
Dividend and interest income	1,131,524	44,770
Net gain on sale of securities ..	159,082	13,152
Student payments	18,740	
Other	849	
Total revenues	<u>1,310,195</u>	<u>57,922</u>
Total public support and revenues	<u>2,391,671</u>	<u>134,971</u>
Expenses:		
Program services:		
Student services	273,173	
Dog breeding and procurement	201,403	
Dog training	423,761	
Dietary, household, and grounds	208,702	
Public and professional information services	165,718	
Grants	99,126	
Total program services	<u>1,371,883</u>	
Supporting services:		
Grants administration	28,665	
General and administrative	255,792	
Replacements and minor additions	47,815	
Investment counsel fee	27,141	2,359
Total supporting services	<u>359,413</u>	<u>2,359</u>
Total expenses	<u>1,731,296</u>	<u>2,359</u>
Excess of public support and revenues over expenses	660,375	132,612
Fund balances, September 30, 1975	21,111,489	1,606,367
Transfers from restricted funds	157,622	(157,622)
Fund balances, September 30, 1976	<u>\$21,929,486</u>	<u>\$1,581,357</u>

The accompanying notes are an integral part
of the financial statements.

The Seeing Eye, Inc.

STATEMENT OF FUNCTIONAL EXPENSES Year Ended September 30, 1976

	Program Services	Supporting Services
Salaries	\$ 592,637	\$155,546
Employee benefits, payroll taxes, etc.	146,749	45,438
Dog procurement and boarding	39,683	
Dog food, veterinary and medicine	81,030	
Kennel supplies, expenses, and equipment	17,834	
Student expenses and transportation	37,334	
Food and laundry	41,834	13,945
Insurance	18,698	1,490
Real estate taxes	29,563	2,097
Fuel, light, and water	31,740	3,676
Telephone and telegraph	7,025	6,786
Minor additions and repairs and maintenance ..	13,868	55,640
Public relations expenses	124,370	
Grants	99,126	
Legal and professional fees		23,128
Investment counsel fee		29,500
Travel and auto expense	33,865	5,105
Other	30,574	11,153
Total expenses before depreciation	1,345,930	353,504
Depreciation of buildings and equipment	25,953	8,268
Total expenses	<u>\$1,371,883</u>	<u>\$361,772</u>

The accompanying notes are an integral part
of the financial statements.

NOTES TO FINANCIAL STATEMENTS
September 30, 1976

1 — The following is a summary of significant accounting policies of The Seeing Eye, Inc.:

a — Major acquisitions of property are capitalized at cost. Depreciation is computed on a straight-line basis over the estimated useful lives of the assets. Minor additions and replacements are treated as expenses of the General Unrestricted Fund.

b — Investments in marketable equity securities are stated at the lower of aggregate cost or market; other investments are stated at cost. If there is a decline in the market value of marketable equity securities below cost other than for a permanent impairment, the resultant valuation reserve is shown as a reduction of the fund balance. For all investments in securities, permanent impairments and realized gains and losses are recognized in current operations.

c — Production costs of films and brochures are charged to expense in the year incurred.

d — All full-time employees after one year of service are covered under a group annuity pension plan provided they have not reached their 60th birthday on entering the plan. Pension plan costs accrued are funded (Note 2).

2 — Pension expense for the year was \$79,279. Effective May 1, 1976 certain changes were made to the plan to comply substantially with the requirements of the Employee Retirement Income Security Act of 1974, and to actuarial assumptions used. These changes had no significant effect on pension costs for the period.

3 — The Seeing Eye, Inc. has agreed to support, by annual grants of \$50,000, a research professor for the remainder of his career as an ophthalmic investigator at Johns Hopkins University.

**REPORT OF INDEPENDENT
CERTIFIED PUBLIC ACCOUNTANTS**

*To the Board of Trustees of
The Seeing Eye, Inc.
Morristown, New Jersey*

We have examined the statement of assets, liabilities, and funds of The Seeing Eye, Inc. as of September 30, 1976 and the related statements of support, revenues, and expenses, and changes in fund balances and of functional expenses for the year then ended. Our examination was made in accordance with generally accepted auditing standards and, accordingly, included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the statements identified above present fairly the financial position of The Seeing Eye, Inc. at September 30, 1976 and the results of its operations and changes in fund balances for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

HURDMAN AND CRANSTOUN
Certified Public Accountants

*Gateway 1
Newark, New Jersey 07102
October 26, 1976*

Grants By Type

WITHIN INTEREST AREAS, 1958-1976

	Total Granted 1958-1976
OPHTHALMOLOGY	
1. Construction or Renovation	\$1,834,732
2. Manpower Support	1,167,277
3. Equipment	740,192
4. Research Projects	332,981
	<u>\$4,075,182</u>
VETERINARY RESEARCH	
1. Alimentary and Genito-urinary Problems	\$ 357,953
2. Reproduction Projects	251,301
3. Manpower Support	205,201
4. Orthopedic Problems	204,827
5. Eye Diseases	158,060
6. Skin Problems	60,218
7. Cardiovascular Diseases	29,628
8. General Projects	80,311
	<u>\$1,347,499</u>
ORIENTATION, MOBILITY & REHABILITATION	
1. Sight Substitutes	\$ 521,953
2. Rehabilitation	425,265
3. Orientation & Mobility	348,503
4. General Support	8,520
	<u>\$1,304,241</u>
MISCELLANEOUS	
1. Braille, Recording & Reading	\$ 545,685
2. Instruments and Aids	165,564
3. Construction	30,000
4. Low Vision Projects	29,430
5. General Program Support	56,923
	<u>\$ 827,602</u>
Total	<u><u>\$7,554,524</u></u>

Grants By Institution

WITHIN INTEREST AREAS, 1975-1976

	Grants 1975-1976
OPHTHALMOLOGY	
Johns Hopkins University — The Wilmer Institute (professorship)	\$ 50,000
Total	\$ 50,000 (47%)
ORIENTATION AND MOBILITY	
University of Arkansas (extension and observation seminar)	\$ 5,643
Stephen F. Austin State University (extension and observation seminar)	3,618
Boston College (extension and observation seminar)	1,400
California State University, Los Angeles Foundation (extension and observation seminar)	7,724
The Cleveland State University (extension and observation seminar)	1,800
The Florida State University (extension and observation seminar)	3,298
University of Northern Colorado (extension and observation seminar)	6,000
University of Pittsburgh (extension and observation seminar)	1,403
San Francisco State University (extension and observation seminar)	4,592
Western Michigan University (extension and observation seminar)	5,220
Total	\$ 40,698 (38%)
REHABILITATION	
The Carroll Center for the Blind (development program)	\$ 15,500
Total	\$ 15,500 (15%)
Total Grants	\$106,198
Less Return of Unexpended Funds from Previous Grants	7,702
Final Total	<u>\$ 99,126</u>

THE SEEING EYE, INC.

OFFICERS

Elliott Averett
President

Landon Peters
Treasurer

Stuart Grout
*Executive Vice President
and Assistant Secretary*

Wallace S. Jones
Secretary

Bruce A. Reid

*Assistant Treasurer
and Vice President*

Miss Marian Jobson
Vice President

Edward D. Myrose
Vice President

Miss Paula Pursley
Vice President

Robert H. Whitstock
Vice President

Miss Marion W. Howell
Assistant Secretary

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Miss Agnes Fowler**

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Wallace S. Jones*

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James H. Leathem, Ph.D.

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Walter A. Wood

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Perry E. Hall

Richard S. Perkins

Mrs. Frederick R. Wierdsma

George A. Brownell

* *Member of Executive Committee*

** *Deceased August 25, 1976*

THE SEEING EYE, INC.
Morristown, New Jersey